

Name _____

Date _____

Period _____

Channels of Distribution

Ch 21 Sec. 1 -- Distribution

Channel of Distribution

The _____ a product takes from producer or manufacturer to the _____

Channel Members are called _____

- Intermediaries _____ to producers because they often have _____ in certain areas _____
- Intermediaries are experts in _____, and providing convenient shopping locations and hours for customers.
- _____ – buy large quantities of goods from manufacturers, _____ them to other businesses
 - _____ – manage inventory and merchandising for retailers by counting stock, filling it in when needed, and maintaining store displays.
 - _____ – own the goods they sell but do not physically handle the actual products.
- _____ – sell goods to the _____ consumer for personal use
 - _____ and mortar retailers
 - Automatic retailing – _____ service
 - Direct _____ and catalogs
 - TV _____ shopping
 - E-tailing – _____ retailing
- _____ – do _____ the goods they sell. They bring buyers and sellers together

Direct and Indirect Channels

- _____ distribution occurs when the goods or services are sold from the producer directly to the customer – _____ are involved.

Example _____

- _____ distribution involves _____ intermediaries.

Channels in the consumer markets

Channels in industrial markets

